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BIG RED ROOSTER
a JLL company

Creating Next: A Post COVID-19 Reality

C&G Channel

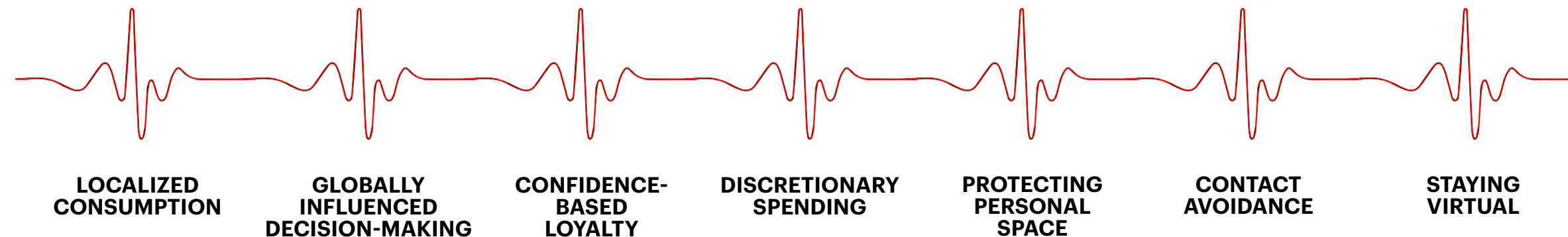


Rethinking how convenience stores can service customers on their terms.

As customers begin to resume their new normal routines, they will likely be second-guessing habits that used to be second nature – from lingering fear of infection in addition to increased expectations around convenience. For C&G retailers, this means that the physical and digital environments will need to be reimaged to minimize contact and increase the availability and variety of alternative fulfillment methods.

There's only one way to win in these uncertain times, and that's being customer-obsessed.

We recently identified 7 behavioral shifts driven by the COVID-19 pandemic and conducted research to understand which will have a lasting impact. We leveraged key findings to guide our thinking on re-entry and reimagine solutions.

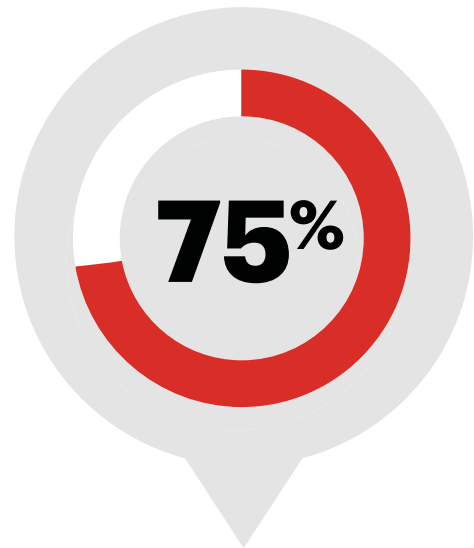


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Key Behaviors & Relevant Findings

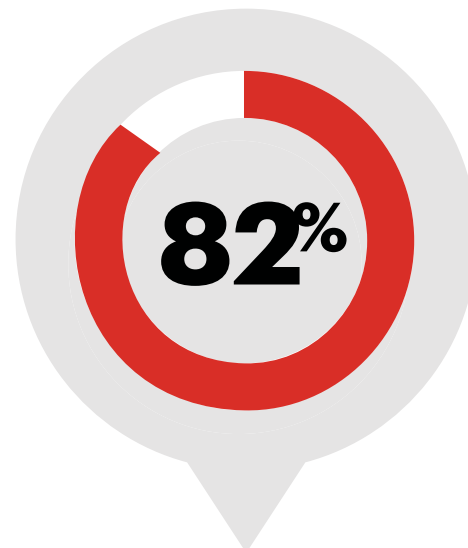
We've focused in on changing behaviors identified in our recent research to guide our thinking in reimagining the customer convenience store journey.

CHANGE EXPECTATIONS



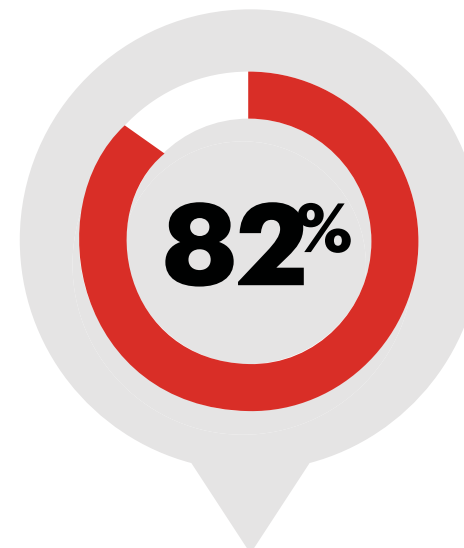
feel companies or brands should **make some or significant change** to their physical environments in light of the coronavirus

PROTECTING PERSONAL SPACE



tried to get in and out as quickly as possible on their last shopping trip

CONTACT AVOIDANCE



tried to touch as few products as possible on their last shopping trip



say they feel **moderately or extremely safe** with drive-thru/curbside pick-up options

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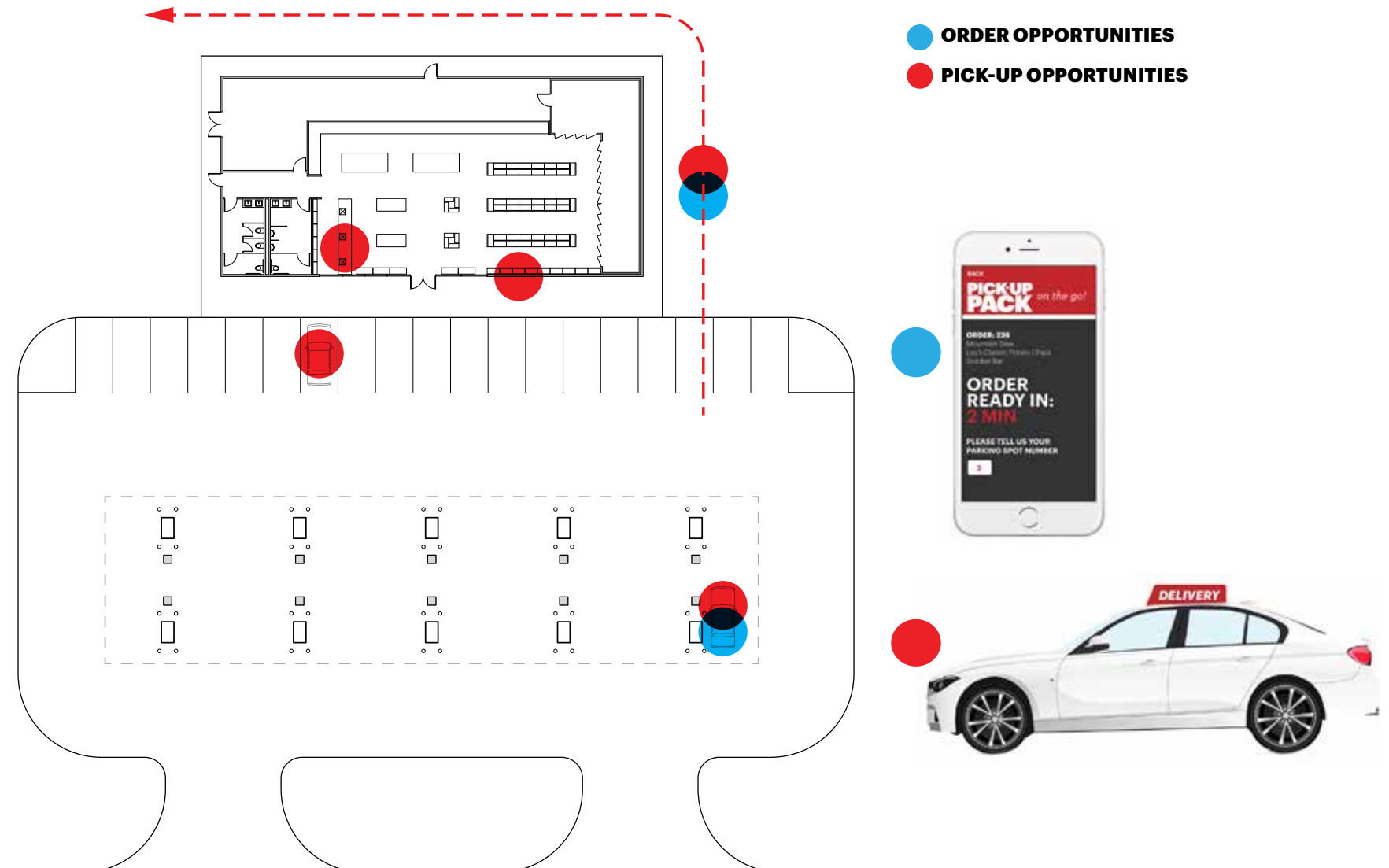
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Convenience Reinvented Overview

How can you reinvent the convenience store experience to accommodate consumers' changing expectations around safety and convenience?

SOLUTIONS:

- Enable mobile ordering
- Maximize drive-thru opportunities
- A responsive pumpside experience
- Streamlined pick-up options (curbside, lockers & cubbies)
- Delivery options

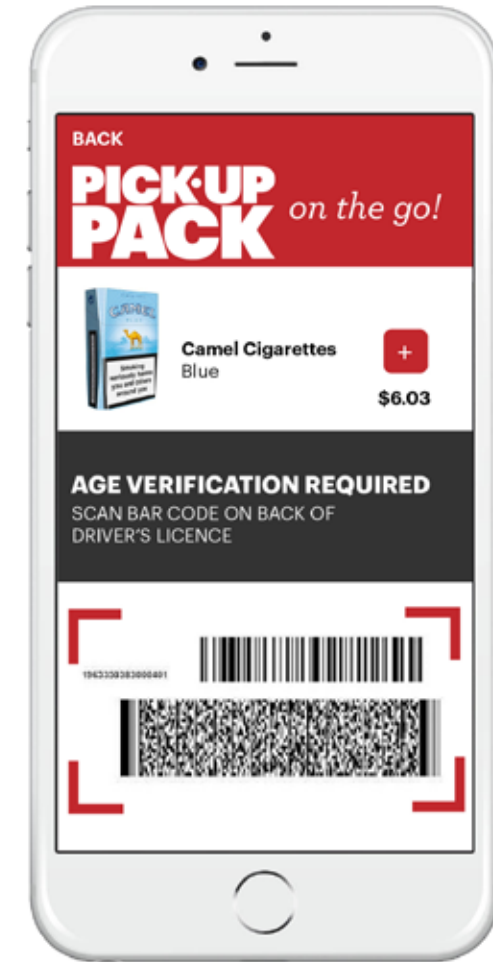
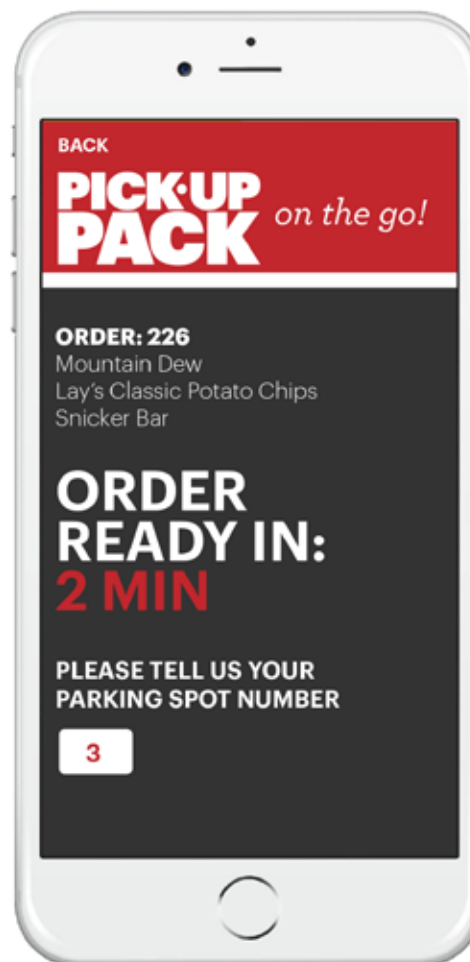
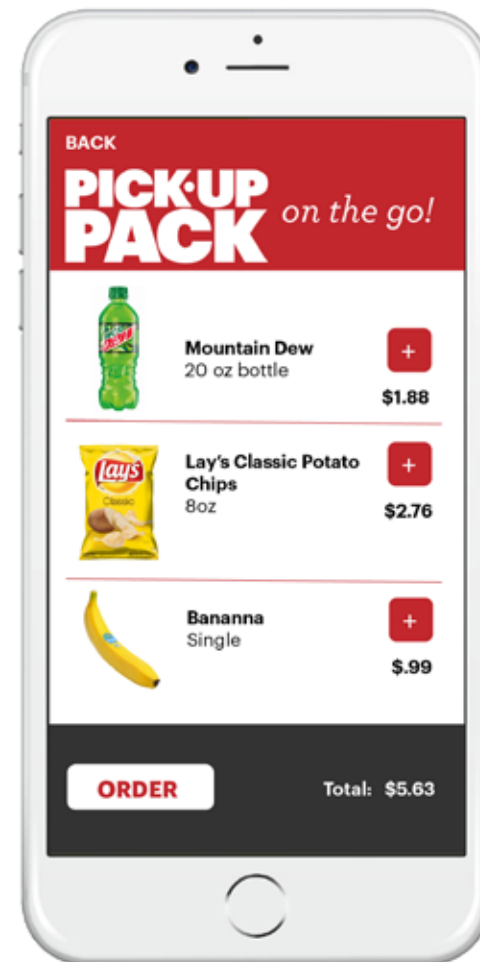


Mobile Ordering

Retailers need to make ordering more convenient and accessible by enabling mobile ordering

SOLUTIONS:

- Order-ahead from the app
- Voice-activated ordering in app
- Order-from-pump
- Link loyalty programs for easy reward earning
- Video ID verification for age-restricted products



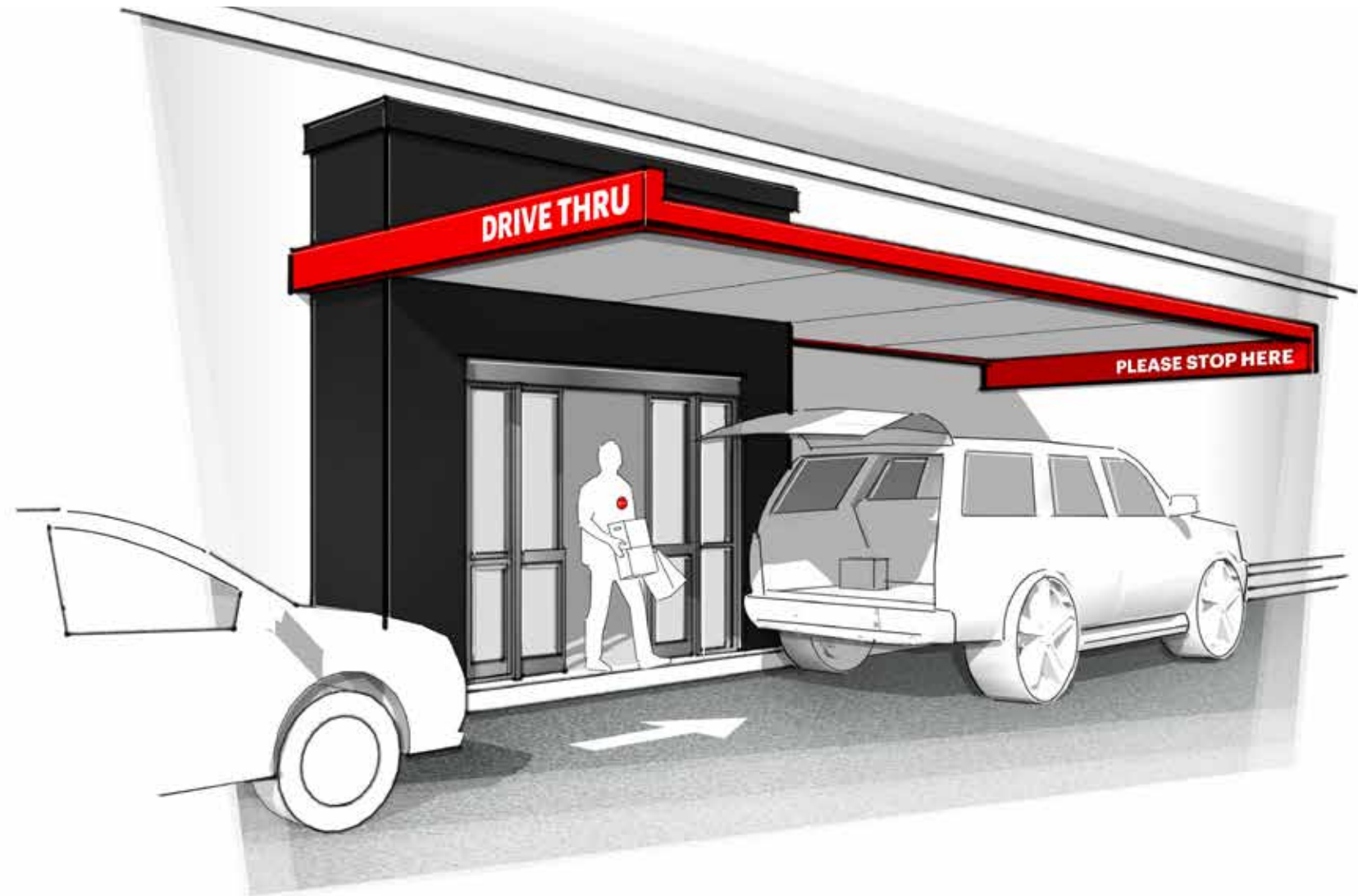
Video ID technology allows consumers to verify their age while purchasing items like lottery tickets, alcohol, and tobacco products.

Drive-Thru

Retailers need to design solutions that allow customers to place and receive orders without leaving their vehicle

SOLUTIONS:

- Drive-thrus with doors to accommodate large items
- System that supports mobile order pick-up
- System that supports onsite order and pick-up



Responsive Pumpside / Curbside Reinvented

Retailers need to provide solutions to reach consumers who don't want to enter the store

SOLUTIONS:

- Voice-interactive pump ordering for in-store items
- Enable mobile orders
- Pumpside delivery
- Vending machines at pump



Exterior Streamlined Pick-Up

Retailers need to provide solutions that offer consumers streamlined pick-up and ordering options without entering the store

SOLUTIONS:

- Climate-controlled lockers for mobile order pick-ups
- A walk-up window for age verification



Consumers can scan their order confirmation at the lockers and the correct cubby will open automatically. Cubbies are also numbered for ease of identification.

For orders with age-restricted items, consumers will need to show their ID to an employee at the window before retrieving their order.

Interior Streamlined Pick-Up

Retailers need to provide consumers with streamlined in-store pick-up and easily identifiable packaging

SOLUTIONS:

- Pick-up shelving
- Differentiated packaging for pick-up orders



Shelving is located right inside the doors to allow for quick retrieval of orders while minimizing in-store exposure and aiding with contact-avoidance and social distancing. The adjacency to checkout allows for a seamless transaction of age-restricted purchases.



Pre-order packaging is optimized for on-the-go travel and clearly identifies the consumer's name in a bold, branded way.

PICK-UP ORDER FOR

Otis

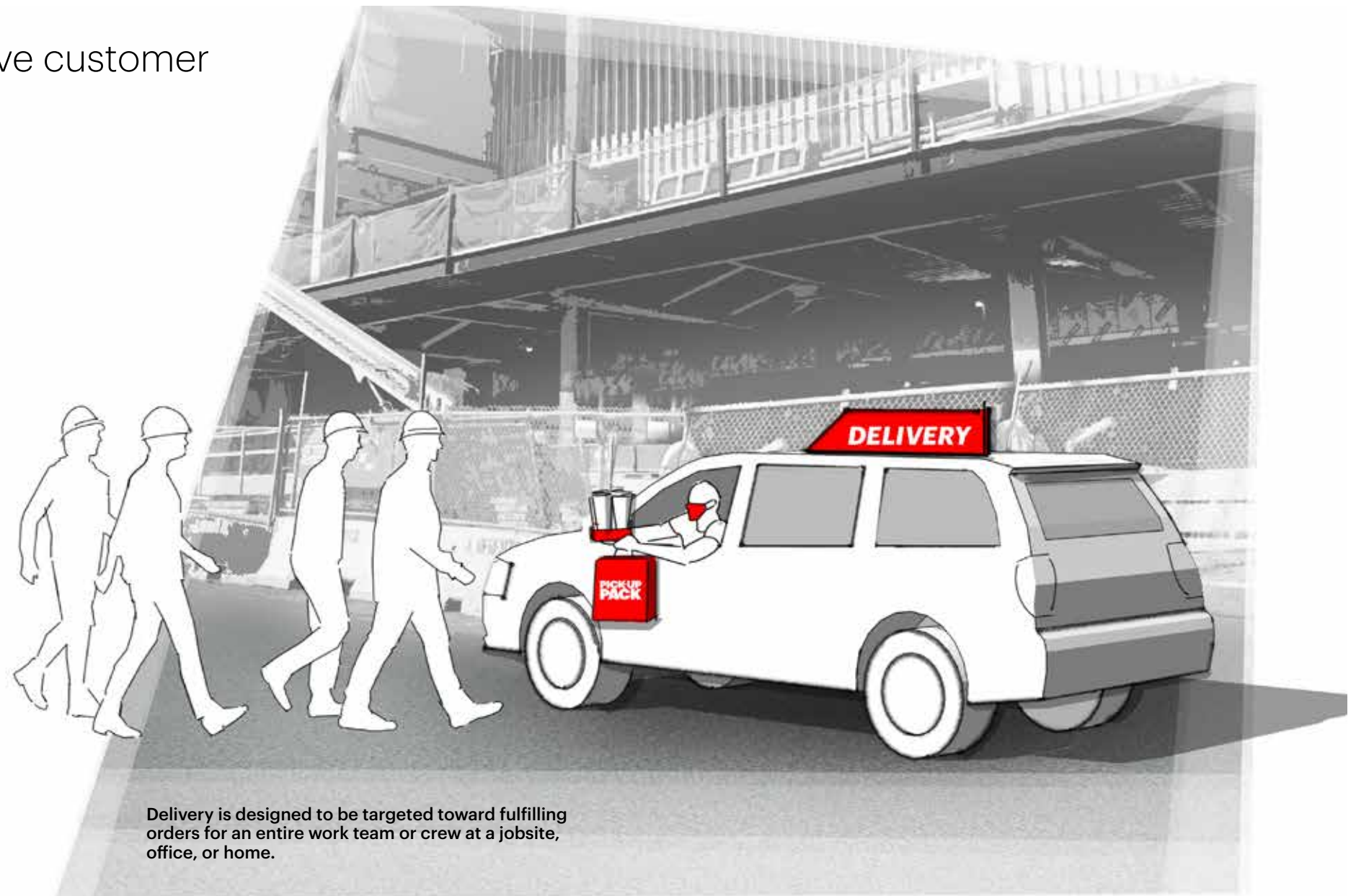
"Seize the day!"

Delivery Experience

Retailers need to expand their prospective customer pool with a new delivery experience

SOLUTIONS:

- Delivery directly to jobsite
- Branded vehicle
- Vendor promotion on packaging



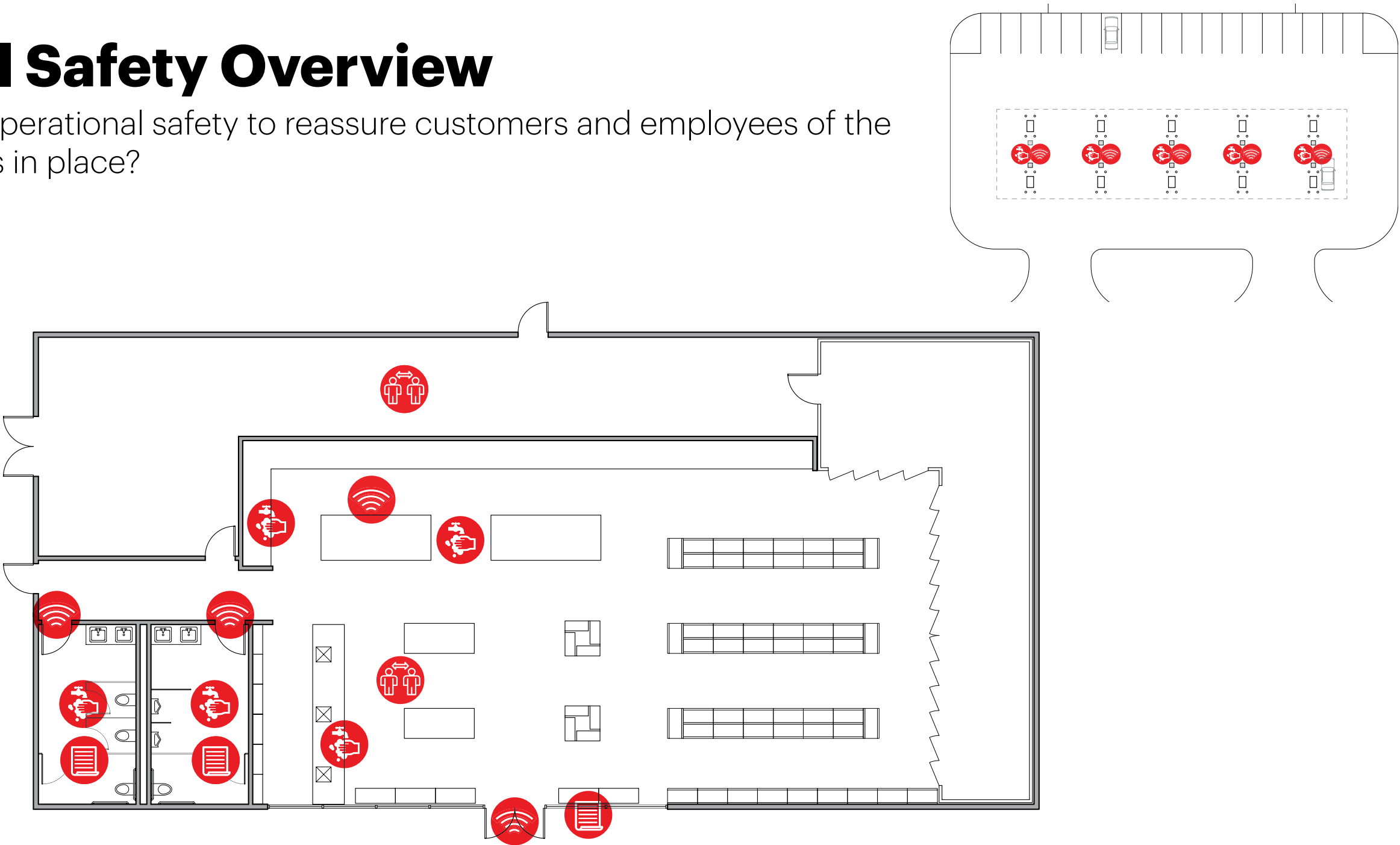
Delivery is designed to be targeted toward fulfilling orders for an entire work team or crew at a jobsite, office, or home.

Operational Safety Overview

How can you rethink operational safety to reassure customers and employees of the preventative measures in place?

SOLUTIONS:

-  *Cleaning*
-  *Communicating*
-  *Distancing*
-  *Automation*



Safely Sanitized

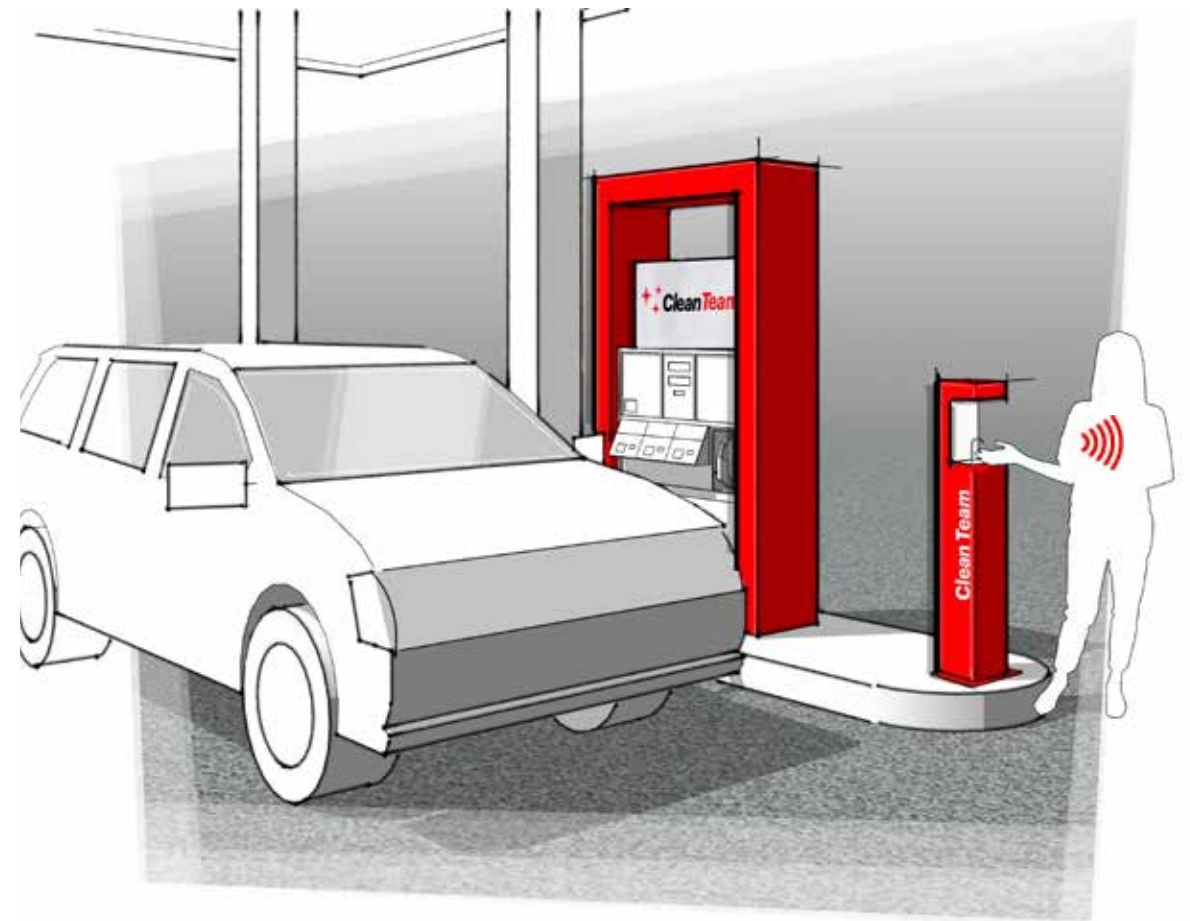
Retailers need to find ways to clearly position and communicate the presence of sanitation and cleaning stations.

SOLUTIONS:

- Sanitation stations at pumps
- Clearly communicate safety precautions being taken
- Readily available cleaning supplies at intuitive locations



Cleaning supplies and protective equipment offer the opportunity for co-branding.



The top screen on the pump can be used to highlight sanitation procedures and direct consumers to where additional cleaning supplies can be found.


Completely Contactless

Retailers will need to modify restroom design to eliminate every touch and reassure employees and customers of their safety

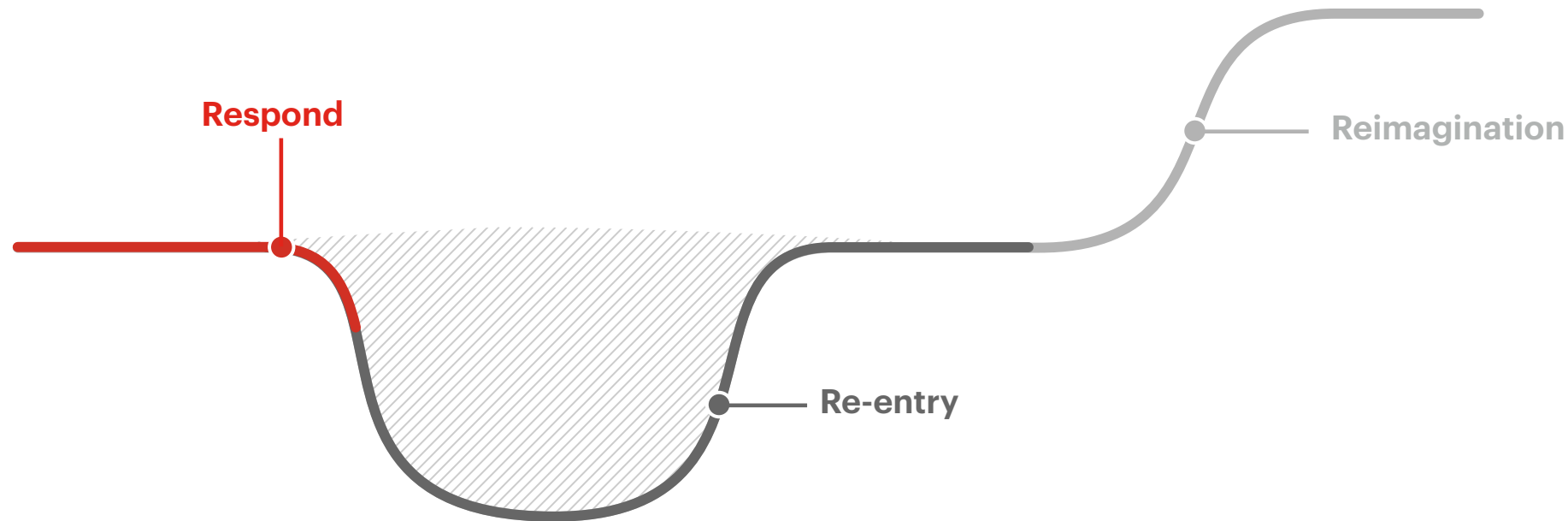
SOLUTIONS

- Automatic fixtures
- Automatic door hardware
- Gender-neutral, single occupancy restrooms
- Contactless disinfecting hand washers
- UV-disinfecting light with self-locking door that opens (green light) when sanitized
- Motion-activated automatic door



 = MOTION SENSOR TECHNOLOGY

While still in response mode, how will you now prepare for what's ahead?



Contact us to help you plan how to reimagine what comes next.

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